

WHAT IS CLAIMED IS:

1           1.     A messaging method for use with recorded digital audio media played  
2     in digital audio media players, the method comprising steps of:  
3         providing a message broadcast to digital audio media players;  
4         then, within a digital audio media player,  
5             receiving messages as a result of said step of providing,  
6             storing received messages; and  
7             playing a stored message in response to a playback operation of the  
8     digital audio media player.

1           2.     The method according to claim 1, wherein said playback operation  
2     comprises a track end.

1           3.     The method according to claim 2, wherein a random number of  
2     messages are played by said step of playing in response to a playback operation of the digital  
3     audio media player.

1           4.     The method according to claim 1, further comprising a step of  
2     converting, after said step of receiving, a received message if the message is in analog  
3     format.

1           5.     The method according to claim 1, wherein said step of storing  
2     comprises:  
3         initially storing a received message in short term memory;  
4         checking long-term memory to see if space is available for the received  
5     message, then, if space is available for the received message, transferring the received

6 message to long-term memory, else, freeing space in long-term memory and then transferring  
7 the received message to long-term memory.

1 6. The method according to claim 5, wherein said step of storing frees  
2 space in long-term memory by deleting messages beginning with oldest messages until  
3 enough space exists for the received message.

1 7. The method according to claim 1, wherein said step of playing includes  
2 steps of forming a message play plan to determine how many messages should be played  
3 from memory in response to a playback operation.

1 8. The method according to claim 7, wherein said step of playing includes  
2 a step of launching the message play plan.

1 9. The method according to claim 8, wherein said step of forming a  
2 message play plan comprises:  
3 reading control code data from a digital audio medium in the player;  
4 storing control code data, wherein the control code indicates, at least, break  
5 locations between tracks;  
6 executing the message play plan; and  
7 erasing control code data when either the digital audio medium in the player  
8 is removed or the player is turned off.

1 10. The method according to claim 9, wherein said step of forming a  
2 message play plan further comprises:  
3 checking memory to determine a number of messages stored therein;

4 determining, using the control code data, tracks on the digital audio medium  
5 that will have messages played between them; and  
6 determining, based on the number of messages stored in memory and the  
7 number of breaks between tracks indicated by control code data, a number of messages to  
8 play at each break between tracks.

1 11. The method according to claim 10, wherein the step of determining,  
2 using the control code data, tracks on the digital audio medium includes randomness.

1 12. The method according to claim 10, wherein said step of launching a  
2 message play plan comprises:  
3 identifying, using control code data, a next track on the digital audio medium  
4 to be played;  
5 using the message play plan to determine if a message is to be played before  
6 the next track, then, if no message is to be played, returning to said step of identifying,  
7 otherwise, determining the number of messages to be played from the message play plan, and  
8 pulling that number of messages from memory and playing the messages pulled from  
9 memory prior to the next track.

1 13. The method according to claim 1, wherein said playback operation is  
2 a track end and said step of playing includes selecting a message from memory based upon  
3 a track title.

1 14. A messaging promotion method for use with recorded digital audio  
2 media played in digital audio media players, the method comprising steps of:  
3 arranging distribution of portable digital audio media players capable of  
4 playing digital audio media, receiving messages from a wireless broadcast, storing received

5 messages and playing a stored message in response to a playback operation of the digital  
6 audio media player to a target group of people;  
7 providing a message broadcast to players distributed in said step of distributing.

1 15. The method according to claim 14, further comprising a step of arranging  
2 manufacture, prior to said step of distributing, players to be distributed in said step of  
3 distributing.

1 16. The method according to claim 15, wherein said step of arranging includes  
2 arranging for marking of players to be distributed with promotion indicia.

1 17. The method according to claim 14, wherein the messages promote music  
2 and include music samples.

1 18. The method according to claim 14, wherein said step of arranging  
2 comprises distributing to at least two target groups of people and said step of providing  
3 comprises providing a separate broadcast to players distributed to separate target groups of  
4 people.

1 19. The method according to claim 18, wherein players having different  
2 receiving channels are distributed to separate target groups of people and the separate  
3 broadcast is achieved by using separate channels.

1 20. The method according to claim 18, wherein separate target groups of  
2 people are geographically separated and the separate broadcast is achieved by geographic  
3 separation between broadcasts.

1                   21.    A message receiving and playing digital audio media player comprising:  
2                   a digital audio medium module which plays digital audio media;  
3                   a wireless receiver module which receives messages from a wireless broadcast,  
4 stores received messages, and outputs stored messages in response to a playback operation;  
5                   an audio output which produces audio in response to playing of digital audio  
6 media or outputting of messages from memory;  
7                   an interface to interface the audio output to the digital audio medium module  
8 and the wireless receiver module.

1                   22.    A messaging method for use with recorded digital audio media played  
2 in digital audio media players, the method comprising steps of:  
3                   loading messages into memory of digital audio media players;  
4                   then, within a digital audio media player,  
5                   storing messages received from said step of loading; and  
6                   playing a stored message in response to a playback operation of the  
7 digital audio media player.

1                   23.    The method according to claim 22, wherein said playback operation is  
2 a track end and said step of playing includes selecting a message from memory based upon  
3 a track title.